

SKA

PRESENTS



ARGO_{12.0}



Standard Bank

Book Your
Holiday
Package
Now!!

DURBAN
FUN
SEASON

I WANNA
GO AGAIN!!

DURBANFUNSEASON.CO.ZA





15

**SECONDS OF
UNDIVIDED
ATTENTION**



7500
1035

IN SOUTH AFRICA
IN EASTERN CAPE

**90% OF ATMS ARE IN RETAIL
& CBD LOCATIONS.**





REACH CONSUMERS AT THE ***START*** OF THE PURCHASE PROCESS

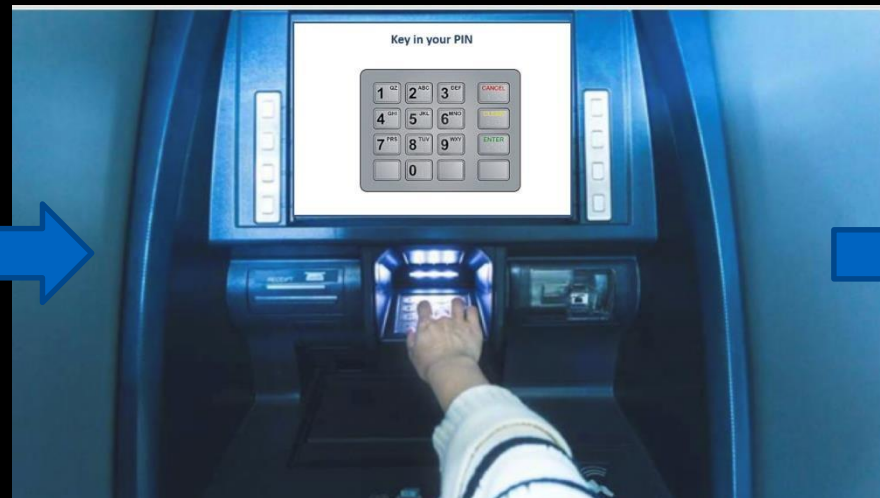
ATM USER JOURNEY



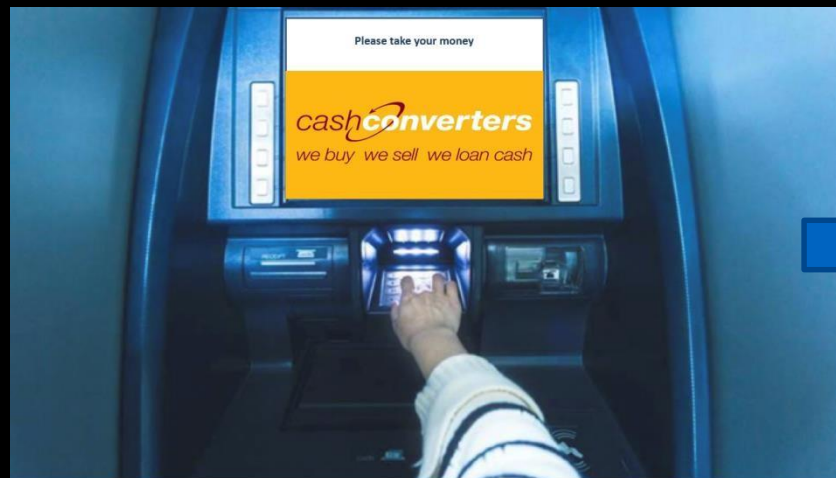
Average transaction
20-30 seconds
100% viewability



Idle screen – Screen Saver



Transaction screen – 20 seconds



WHAT IS **ATM SOLUTIONS**?

We provide advertising on cash machines in South Africa.

Digital ads are displayed on the cash machine screen (ATM) before, during and after each transaction.

The average customer takes 25-43 seconds to complete a cash machine transaction.

Customers are highly alert and focused on the screen, meaning that brands can enjoy a high-quality one-to-one interaction with a customer.

Research has shown that as much as **83%** of ATM users **purchase in-store** immediately after withdrawing cash. ATMs, therefore, have real scope to positively affect customer purchasing decisions.





QUICK AND EASY ARTWORK UPLOAD

Remote artwork uploads to the ATM best suited to your business and campaign objectives attract cardholders attention at the ATM.

REPORTING

We provide you with monthly reports and transaction volumes so that you can manage your ATM campaigns better



LOCATION BASED AND SOCIO-ECONOMIC TARGETING

Digital and fully flexible - tailor your ad campaign by location or demographics. Improve audience targeting and campaign efficiencies.



TARGETING



BY ATM VENUE / RETAILER:

Example: ALL ATMS IN SASOL

Example: ALL ATMS IN SHOPRITE

Example: ALL ATMS IN DURBAN CBD

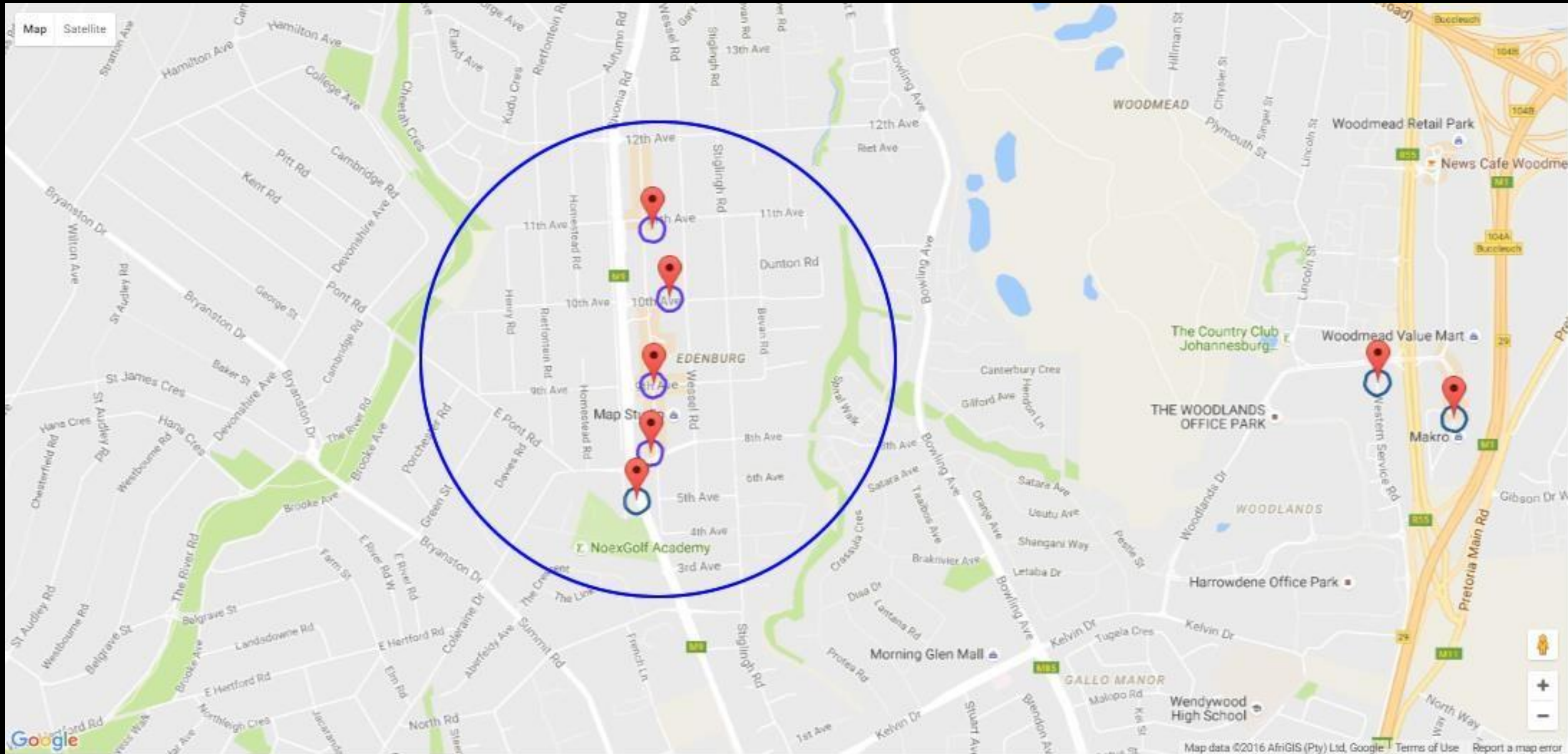
Example: ALL ATMS IN SHOPPING CENTRES

TARGETING



LOCATION USING GEO-FENCES

GEO FENCE AROUND SPECIFIC LOCATION



TARGETING



TARGET BY PROXIMITY TO:

- **MALLS**
- **SCHOOLS**
- **UNIVERSITIES**
- **SPORTS GROUNDS**
- **RETAILERS**

Campaigns done

- MTN MoMo Campaign
- SANAC – CHECK IMPILO
- COVID 19 ALERT APP CAMPAIGN
- TELKOM FUNERAL COVER
- SPAR
- KFC – MEAL IN A BOX

SOME OF THE CAMPAIGNS





CASH EXPRESS

Supported by

VISA

VISA



Mastercard



Local numbers:

011 234 567 890
011 234 567 890
011 234 567 890
011 234 567 890
011 234 567 890
011 234 567 890
011 234 567 890
011 234 567 890
011 234 567 890
011 234 567 890

Local numbers:

011 234 567 890





REPORTING

 **IMPRESSIONS / TRANSACTIONS**

 **RECEIPT DELIVERY**

 **LOCATION REPORTING**

COVID 19 ALERT APP



health

Department:
Health
REPUBLIC OF SOUTH AFRICA

DEPT OF HEALTH

PERFORMANCE

CREATIVE

INSIGHTS

2020



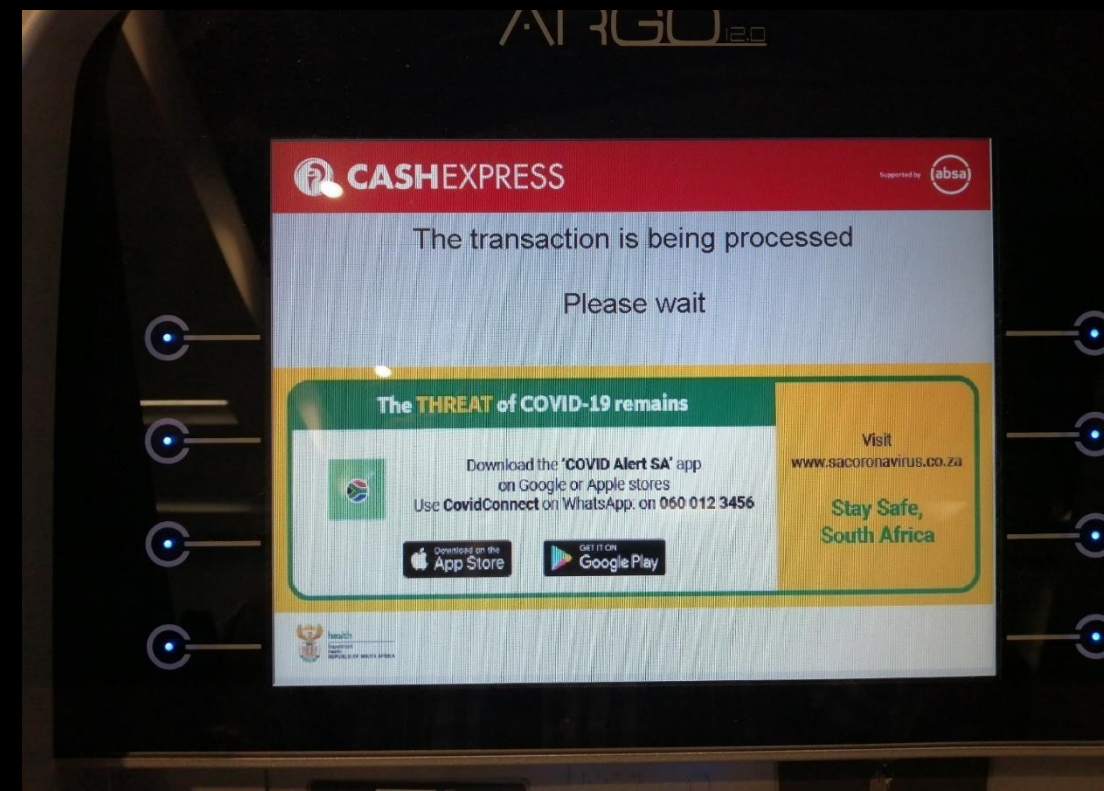
ATM

 CASH  BALANCES  PREPAID

BASIC QUERIES

ABSA	0800 111 111	Abid	0800 008 008
Standard Bank	0800 200 000	Cardnet	0800 100 100
FNB	0800 110 110	Phone	0800 111 111
Mercury Bank	0800 119 000	Salon	0800 111 111

ATM QUERIES 080 100 44 44



Performance | Overview – covid alert campaign



	Month 1	TRANSACTIONS	Av. Daily Transactions	CPV(Cost per view)
Eastern Cape	397	682 871	29 435	R0,33
Free State	134	233 460	14 938	R0,33
Gauteng	623	1 267 890	48 307	R0,31
North West	284	570 452	25 809	R0,31
Mpumalanga	334	506 207	23 736	R0,37
Northern Cape	119	198 572	13 813	R0,34
Limpopo	322	582 689	26 203	R0,32
Western Cape	762	1 271 087	48 410	R0,34
Kwazulu Natal	425	736 151	31 154	R0,33
TOTAL ATMS	3478	8 049 379	261 805	R0,32

Creative | MOMO |

MTN MoMo



**A new way to bank,
without a bank account.
Just MoMo it.**

Ska wara **#wegotu**

Dial *120*151# from any network or download the app
everywhere you go



T&C apply. Powered by Ubank Limited, a licensed financial service provider. FSP No. 14740.

MTN MoMo



**Get double xa u recharger.
Just MoMo it.**

Ska wara **#wegotu**

Dial *120*151# from any network or download the app
everywhere you go

T&C apply. Powered by Ubank Limited, a licensed financial service provider. FSP No. 14740.



MTN MoMo



**Get double your airtime when
you recharge with MTN MoMo.**

Ska wara **#wegotu**

Dial *120*151# from any network or download the app
everywhere you go

T&C apply. Powered by Ubank Limited, a licensed financial service provider. FSP No. 14740.

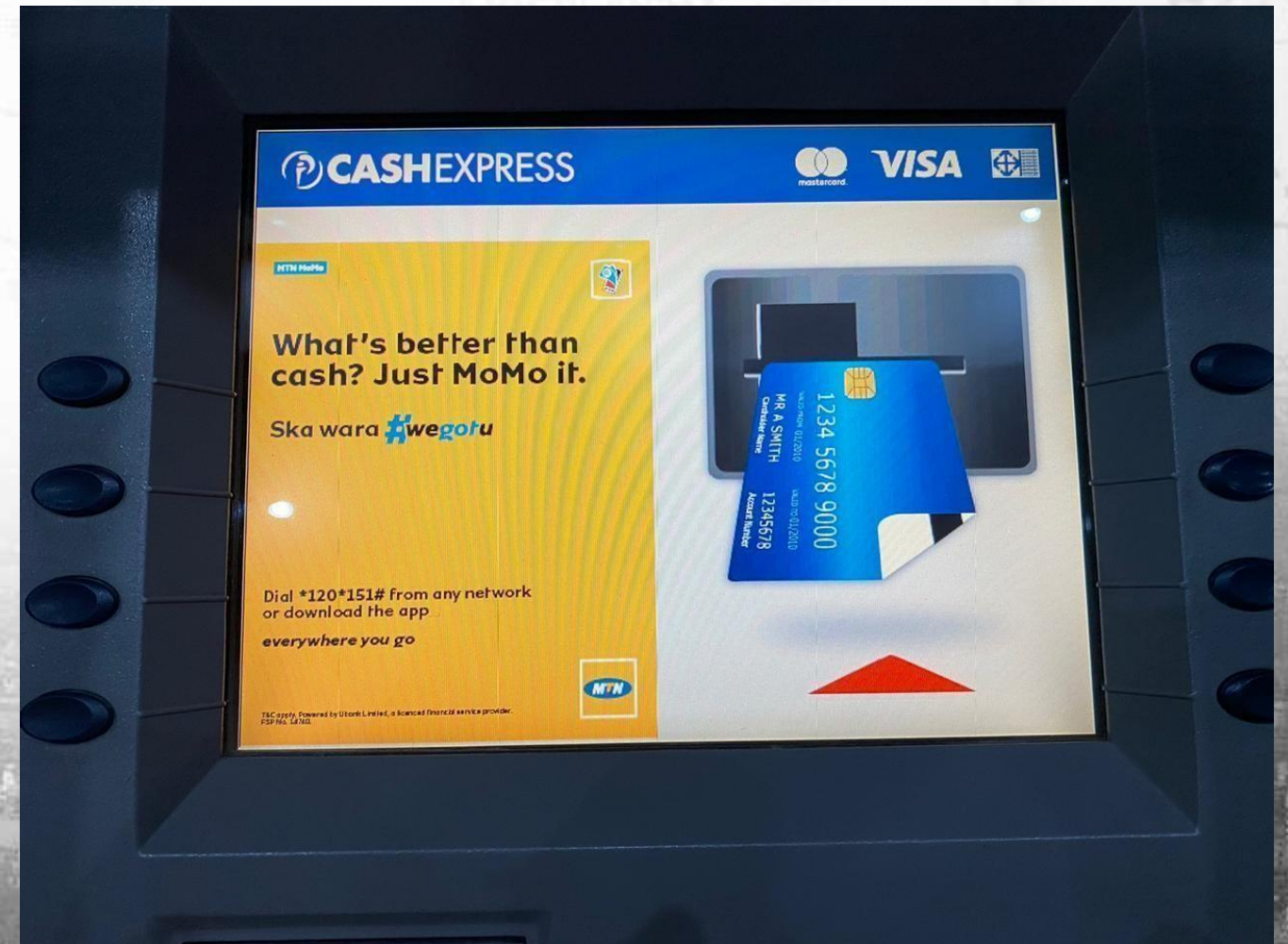
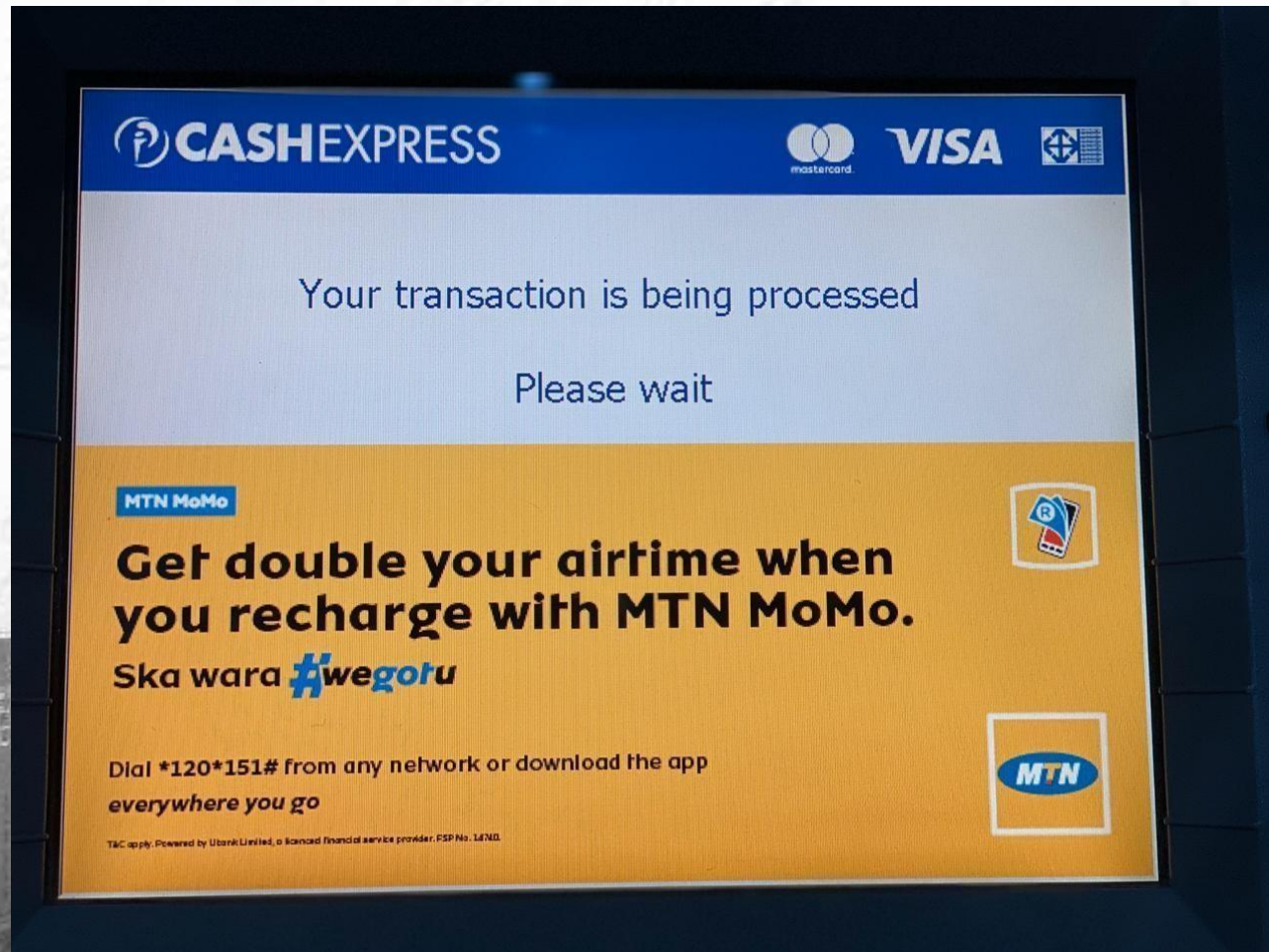


POF | MOMO 2020 |

1

2

3



3 Insights | Recommendations

- Naturally, monthly transaction spikes are towards month end and Payday and collection of social grants
- Festive / Summer ATM bookings result in above average transaction numbers so key booking months
 - Feb
 - April
 - Sep
 - Dec
- Best performing locations
 - A – Western cape
 - B – Johannesburg
 - C – KZN
 - D - Limpopo
- Current CPV (March)— **R0,048 - 100% Viewability**

Recommendation : quarterly campaigns over the year with creative changes, will result in fresh ads and ownership of the ATM ads space thus blocking the competition in this space

REACH



7500 ATMS IN SOUTH AFRICA



11 500 000 TRANSACTIONS PER MONTH



11 500 000 VIEWS PER MONTH

BUT WHY ATMS

 HIGH QUALITY ONE-TO-ONE
AUDIENCE ENGAGEMENT

- 15 SECONDS OF UNDIVIDED ATTENTION WITH EACH CUSTOMER.

 ATMS IN KEY LOCATIONS

(ATMS AT MAKRO, SPAR, PETROL RETAILERS AND AT MAJOR SHOPPING MALLS.)

 LAST WINDOW OF INFLUENCE
BEFORE PEOPLE GO SHOPPING.

RATECARD

 **COSTS ARE PER ATM PER MONTH**

 **EXCLUSIVE OWNERSHIP OF THE ATM**
NO SHARED ADVERTISING OR SLOTS

 **R3 500 PER ATM PER MONTH**

***ALL RATES ARE EX VAT and production**



THANK YOU